


8/16 (34)

## ACTON MUNICIPAL PROPERTIES DEPARTMENT

### INTERDEPARTMENTAL COMMUNICATION

---

**To:** Don P. Johnson, Town Manager

**From:** Dean A. Charter, Municipal Properties Director 

**Subject:** Verizon Business Link Rewards Program

---

**Date:** 7/01/04

This is to confirm the verbal information I gave you yesterday about the Verizon Business Link Rewards program that this department has used for the past few years.

Our telephone vendor for Centrex service is Verizon, which holds the State Blanket Bid for that service.

Verizon has a "Business Link Rewards" program for larger customers. In that program the customer receives points, similar to frequent flyer miles, which can be turned in for various incentives. There is no cost to the customer for this program.

Most of the incentives available are items such as ski trips and certificates for high priced restaurants.

The one program that I can see a municipal benefit from is a gift certificate program with LL Bean. All points generated from the Business Link Rewards program have been converted into these certificates (this is done periodically, because the points will expire, but the LL Bean certificates do not expire).

The certificates have been used mostly for purchasing uniform shirts and outerwear from the LLBean Corporate Catalog; these items are ordered with the Town Seal. These items are issued to appropriate town employees who receive uniforms under a union contract, or who otherwise need to be identifiable in the field. On a much more limited basis, some of these certificates have been used to purchase boots for employees. As a result of using this program, we have been able to save considerable money in the operating budget, and in fact have a left over balance of over \$1200 in the uniform account for Fiscal 2004, while still complying fully with the uniform clause in the union contract.

Andrea has done a good job in managing the program, keeping us up to date on cashing in the points and purchasing uniform parts as needed. To make sure that there are checks and balances in place, she has the only access code to get into the program to issue new certificates, and she keeps a tally of certificates on hand that I can monitor. At present we have \$3505 in LL Bean certificates, which I will turn over to the Finance Director today for safe keeping in the vault.

We were going to order more uniform parts for the crew right after the flurry of activity related to the end of the fiscal year had abated, and would have access approximately \$1000 in certificates for a major restocking. I would like to proceed with this as soon as the Board of Selectmen approves the program. I might also point out that these certificates could be used by other departments to provide appropriate items, such as foul weather gear, if you so allow.

cc.: Stephen Barrett, Finance Director  
Andrea Ristine, Municipal Properties Secretary